

Business Plan Proposal for A Gym Spa (WellNest – BGC, Philippines)

Balasbas, Ghavy,
2019150761@feu.edu.ph
Institute of Education
Far Eastern University – Manila

Manalo, Daniel, L.
2019148971@feu.edu.ph
Institute of Education
Far Eastern University – Manila

Perez, Kevin Ryan,
2019154981@feu.edu.ph
Institute of Education
Far Eastern University – Manila

Soriano, Phoebe Cate,
2019138781@feu.edu.ph
Institute of Education
Far Eastern University – Manila

Corresponding author:
Cada, Leonardo Jr. F.
lcada@feu.edu.ph
Far Eastern University – Manila

Website: <https://wakelet.com/@BATamaraw252>

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Abstract

WellNest is a business project proposal combining gym and spa that rooted from the health threats the world faced during the pandemic reason being it aims to be the ideal wellness gym-spa by promoting an active lifestyle that benefits customers' total well-being through enhancing the quality of life of the people it serves through the business's programs, services, facilities, and fitness philosophy, with its location set on Capital House right in the center of Uptown BGC. As a proposal, WellNest's study of foci are to investigate the different physical fatigues from doing physical activities in the gym and how a gym-spa can provide healthy physical recovery.

Keywords: gym-spa, total well-being, physical fatigues, healthy physical recovery

1. Introduction

During the pre-pandemic era, many people did not really care if they get sick, and we can view those times as a point in history when health is not greatly valued and attending the gym is the least important thing to everyone since they do not appreciate their health. Today, we realize the benefits of being active and fit and the consequences it brings when we are not. These individuals who have become apathetic of their health also have become the most vulnerable ones to COVID-19 throughout the pandemic, and regrettably, many have even passed away. Even if you had sufficient wealth, your chances of being saved by money are slim if your health is failing. Truly, as the saying says, health is wealth. Contrary to the pre-pandemic era, a lot more people now have been going to the gym during the pandemic up to post-pandemic era. People have started to realize the importance of their health, which led to the development of this type of business, a gym spa. By including a spa, the gym-spa strives to provide distinctive gym services by enabling fitness enthusiasts to indulge in pre- or post-workout spa treatments.

Studies have shown the benefits of heat therapy or saunas after workouts as according to Goldman (2021), saunas have a positive effect on heart health in addition to being able to relax as way to end a workout because they help blood vessels to expand, which improves blood circulation and lowers blood pressure. Watson (2020) also claims that in addition to the heat therapy our business will provide, the cold therapy/ice bath can reduce muscle inflammation, assist muscles in beginning to repair, and remove lactic acid from the body (the natural chemical reaction that causes muscle soreness). Therefore, using a spa after working out aids in muscle recovery, removes lactic acid from the muscles, lowers heart rate, and lowers the risk of cardiac arrest.

The subject of this proposed business plan is a small enterprise, with its proposed business name, WellNest, a gym-spa with its business address located at Bonifacio Global City. The business address is situated in one of the busy commercial districts in Metro Manila, Philippines. Gym-spa is a partnership that offers sauna-equipped spa and gym services. A standout feature of our fitness gym will undoubtedly be the sauna, steam room, cold therapy/ice bath, and spa facilities. It includes top-notch exercise equipment, a range of training programs, trained and amiable fitness instructors, a well-designed facility, and all of these amenities.

Just as any other businesses, this business proposal has taken inspiration from existing and relevant problems today. That said, this business proposal aims respond to and aid the following statements of the problems:

1. What are the different physical fatigues from doing physical activities in the gym?
2. How can a fitness gym spa provide healthy physical recovery?

2. Research Method

This business plan proposal shall adopt a case study approach, which according to Crowe et al. (2011), is a type of research methodology that produces a thorough, multifaceted understanding of a complex problem in its actual setting and it is a well-known research approach that is widely applied in a range of fields, especially the social sciences. Furthermore, this study will adopt a single holistic case study approach. Additionally, according to Baxter and Jack (2008), case studies make it easier to explore a real problem inside a specific setting while employing a range of data source materials. Generally speaking, a case study explores an issue that is specified and made up of a real-world situation and employs factual information as a tool of analysis. The case study approach in this paper is a single case holistic design.

Aside from the research method approach, this paper shall follow the business proposal plan approach. The business proposal plan method is laid down in the following manner:

A. Business Concept

A business concept is an abstraction that analyzes important attributes to a business. These are the resources, assets, management controls, financial goals, and executive management (Lund & Nielsen, 2014). With these attributes, business concept model will help a business to generate strategies that will have an outstanding result. This will also identify the values and issues of the organization, strategic plans for challenges, the value proposition, target customers and the channels of the business (Lambert & Montemari, 2017). Business concept model is the foundation plan that will serve as a direction in operating the business. It evaluates how and why the business was established.

i. Business Idea

Before WellNest came about, the researchers of this business project proposal firstly sat down, brainstormed, and shared their business ideas amongst themselves to see which one is better and more feasible than the other. The business ideas that were shared during brainstorming were (1) Anything Fitness, an online shop in website and app form that was supposed to focus on offering fitness and sports apparel, (2) Arcym, a sports arcade gym where any type of sport would be offered and centralized in one establishment, (3) Eat and Lift, a resto-gym that would combine gym and nutrition as one, where people could eat or replenish within the same building after working out, and (4) KRVP Boxing Gym, a boxing gym that was designed to be just another boxing gym business to compete against existing boxing gym businesses since there is only a few in the country. All business ideas raised in the brainstorming were good but also distinctly different from one another. For the researchers to come up with one proposal, they had to meet in between and look at core values that they are considering when building a business. At last, the researchers agreed on four main values: physical activity, wellness, convenience, and profit. For physical activity, the easy answer was the

gym. For wellness, the researchers asked amongst themselves the question, “What is something or somewhere people can relax but at the same time get health benefits?” The answer was spa therapies. For convenience, the researchers thought about the inconvenience in going from gym to spa, or the hassle there is in going from one place to another. What more if you were tired from gym and then going to another place to do your recovery? And with that, the researchers proposed to integrate spa with gym, making them both accessible in one building. Lastly, for profit, since there are few to no gyms in the Philippines that offer spa therapies and gyms that are close to their spa facilities, gym-spa is a perfect innovation and business idea to compete against existing gym businesses in the country.

ii. Proposed Vision and Mission

- a. The vision of WellNest is to be the ideal wellness gym spa by promoting an active lifestyle that benefits our customers’ total well being.
- b. The mission of WellNest is to enhance the quality of life of the people we serve through our programs, services, facilities, and fitness philosophy. We will be providing therapy to everyone in order to improve their total well-being. The gym-spa pursues to instil the value of health and life not only to our customers but also to other stakeholders.

iii. Business Name, Logo, and Trademark



The business name is WellNest. It is divided into two words – well and nest. The word ‘well’, according to Cambridge dictionary (2022), means in a good or in a satisfactory standard, while ‘nest’ is a noun that means a place where creatures, especially birds, give birth and let eggs develop also they treat it as their home. When the two words are combined, they create the business name WellNest, representing the word wellness. According to Cambridge dictionary, ‘wellness’

means activities that help people to be in a healthy and happy state. Considering all the facts, the researchers have given WellNest a meaning of a place where people can be in a healthier and happier state, where clients will treat it as their home because it meets their satisfactory level.

The business logo reflects the business and has a nest and a running icon that symbolize fitness. The background color is blue because according to color psychology it has a calming effect on the body, mind, and spirit. Also, it is helpful in soothing and when recovering from inflammation and body stress. The nest is the original color of a nest. As the business is about recovery, the business logo is rounded because it symbolizes gentleness, softness, and pleasantness (Pruyn, Rompay, & Tieke, 2009). It reflects what the business will offer. The researchers had checked the business logo and name in the business name registration system website, and there are no businesses alike existing. Overall, the business logo should be minimal, yet the researchers want the meaning to be obviously seen.

B. Marketing Plan

Marketing plan helps the business to develop their performance which will result to a higher sales and revenue by increasing the quantities of the customers. A strategic marketing plan needs to construct goals, strategies, take advantage of the available resources, action plan and quantifiable results. With these elements, marketing plan will be successful and helpful to the business. Marketing plan is a strategy in which it will produce a positive revenue and an increase of the business performance (Nykiel, 2011). This will also identify how to convey the needs and wants of the customers so that it will reach their expectations at the same time generate profit (Casas & Silva, 2017).

i. Market/Industry Overview

Fitness Industry

An area in business where enterprises provide sports and health services to their selected target market (IGI Global, 2022). Examples in the fitness industry are fitness and sport complex, fitness centers, fitness clubs, sports, and health clubs, etc.

Health and Wellness Spas Industry

An area in business where companies offer spa services such as massage, facial and body treatments (IBISWorld, 2022). Health and wellness spas industry may provide day spas and may be found in resorts, hotels, and even hospitals.

ii. Product/Service

WellNest Gym-Spa has many to offer for the people who are engaged and committed to their fitness journey, every athlete or any fitness

enthusiast needs a recovery time after immediately doing an intense workout to assure that they prevent muscle soreness after they workout. WellNest will offers a quality fitness gym-spa. Inside the gym-spa, the facilities are divided into three main areas: (1) fitness area, which has the gym equipment, (2) functional area, where non-weights trainings can be done, and (3) the spa area, where the sauna, steam room, and ice bath will be placed in. We offer a well provided space for people who love to work out and care for their recovery. The space allotments for each area are 25.56 square meters for fitness gym area, 13.74 square meters for functional area, and 22.77 square meters for the spa area, 15.17 square meters for the locker hallway and comfort rooms, 19.85 square meters for lounging area, and 2.85 square meter open space that connects to an emergency exit, which all totals to 100 square meters. With all these details aside, upon operation, WellNest is expected to offer the following membership deals:

1. Membership 1 – access to the fitness gym and functional area
2. Membership 2 – access to the fitness gym, functional area, and spa area
3. Membership 3 – access to the fitness gym, functional area, and a trainer
4. Membership 4 – access to the fitness gym, functional area, spa area, and a trainer

List of equipment in the functional area:

1. Workout mat
2. Artificial grass
3. Sled push
4. Foam roaler
5. Medicine ball
6. Resistance bands
7. Floor ladders
8. Plyo box

List of equipment in the fitness gym area:

1. Dumbell set
2. Barbell set
3. Kettlebell set
4. Workout machines (treadmills, stairs, staionary bike, rowing machine, lat-pulldowns.)
5. Cable machines.

List of therapy rooms in the spa area:

1. Sauna
2. Steam room
3. Cold bath

iii. Unique Selling Proposition

“WellNest, your next home”

WellNest outstands competitors with its distinctive features which offer wider assistance and help towards the clients' overall wellbeing. Unlike the competitors, WellNest helps in enhancing and developing clients' body with the help of the assistance of WellNest's certified coaches and high-grade gym equipment. The gym equipment would be studied by the professionals and carefully selected. While for the spa section, each equipment will be well analyzed and determined if it will be helpful for the recovery of the body. What outstands the most about WellNest is that it offers the convenience for the consumers, so they will not have to travel from one place to another. It minimizes the time spent on unnecessary activities to prevent the wastefulness of time. Additionally, it saves the consumers from additional membership fees for gym and spa because the membership in WellNest is for both features.

iv. Target Market

The target market of WellNest is those who fall into the following characteristics:

- Employed
- Male and female, or any gender
- Filipinos and non-Filipinos
- Ages 25 and above

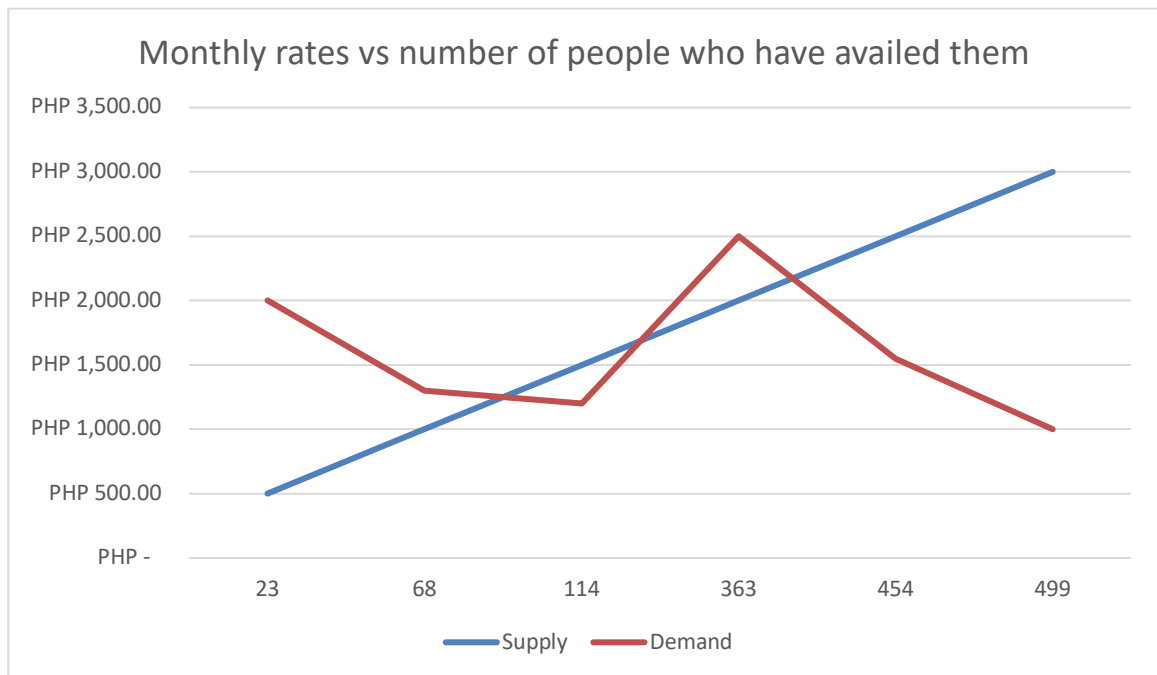
v. Supply and Demand Analysis

Generally, the trend in fitness is rising on an upward manner. According to Billitz (2022), experts are predicting the fitness industry's market revenue to soar at an 8% compound annual growth rate (CAGR) and the gym membership number in the Philippines at 11% or higher between 2018 and 2023. He also said that in 2020, nearly 25% of Filipinos had gym memberships while 49 percent of that percentage were frequent gym-goers. Men are the most common market of fitness gyms, tallying at 53%, together with Millennials at 44%. 26% of Filipinos of ages 26 to 34 were already gym members, and 17% were of ages 55 and above. Meanwhile, from another source, according to Ken Research (2019), during 2019-2023, stated was that the percentage share of female member opting for fitness services is expected to increase registering a CAGR of approximate to 13%. This is predicted to happen

because of the rise of health awareness due to the previous health crisis, as well as changing their lifestyle and mindset.

As the demand for fitness facilities continue to rise, the researchers see it important that there is an analysis of supply and demand in gym membership rates and the people availing which offers. By doing this, the researchers will be able to observe the supply and demand gap to investigate the willingness of people to buy memberships. First, it is important to look at the membership rates that fitness gyms in the Philippines offer. In Pagkatotohanan's (2022) blog on cheapest gyms in the Philippines, depending on the offers, location, facility, quality of the equipment, and the gym itself, the basic membership per month can cost from Php 1,000.00 up to Php 3,800.00. List of these gyms are as follows from cheapest to most expensive: (1) FIST Gym – Php 1,000.00, (2) Gym Rat – Php 1,000.00, (3) Pound for Pound – Php 1,000.00, (4) PSP – Php 1,000.00, (5) Maic's gym – Php 1,500.00, (6) Celebrity Fitness – Php 1,900.00, (7) Anytime Fitness – Php 2,500.00, and (8) Gold's Gym – Php 3,800.00.

According to Statista (2022), in a 2020 survey of 2,268 gym member respondents, 22% are member of a local/neighborhood gym, 20% are member of Fitness First, 16% are member of Anytime Fitness, 11% are member of school/work gym, 5% are member of Pound for Pound, another 5% are member of Slimmer's World, 3% are member of 360 Fitness Club, 1% are member of Curves, another 1% are member of UFC Gym, and 16% are indicated as others. Local/neighborhood gyms include gyms such as Gym Rat, Pound for Pound, and PSP. These gyms fall under Php 1,000.00 price, and according to the survey, these are the preferred gyms of 499 individuals. Fitness First's cheapest monthly rate is Php 1,550.00, and this is the preferred offer by the 454. Anytime Fitness is at Php 2,500.00, and the 363 individuals prefer this. 114 choose Pound for Pound for Php 1,000.00 per month as well. Same number of people (114) for Slimmers' World at Php 1,200.00. 68 people were members of 360 Fitness Club for 34.99 AUD (~Php 1,300.00). 23 individuals chose Curves gym for 34.49 USD (~Php 2,000.00). And same number of people (23) for UFC gym which falls under the price Php 250.00 per month (as it is paid in one-time, 12-month deal, which totals to Php 3,000.00). The remaining 11% and 16% of the respondents were not quantified as prices for school/work and "others", which is not specified, will vary too much, hence, are inconsistent.

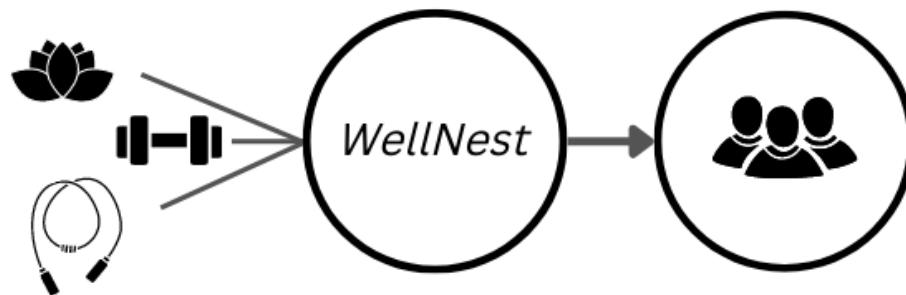


As shown above, there are more gym-goers that prefer a price range of Php 1,000.00 to Php 2,500.00. In a study on gym-goers preference analysis, Ong et al. (2021) seem to agree to this data as they have discussed in their paper that the preferred costs of gym-goers are those that are less than Php 1000.00, followed by 1001-2000, and 2001 and above being the least preferred. The graph shown above assumes that for gym memberships costing ~Php 1,250.00, around 106 individuals will avail. For memberships ~Php 1,750.00, around 176 individuals will avail. And for memberships ~Php 2,200.00, around 390 individuals will avail.

vi. Distribution Channel

Business To Consumer (B2C) Model

According to Kenton (2022), B2C is a business model that is referring to the process of selling of products or services between the business and the consumer, directly. Simply put, B2C type of business means that the product or service is sold or given directly from the business to the consumer. Thus, WellNest is set to run as B2C as the transaction will be directly between us and clients. The following is an illustration of the distribution channel in WellNest as a B2C business:



The lotus represents the spa area, the dumbbell represents the fitness area, and the jump rope represents the functional area. In the illustration, it shows that all these services are within or offered by the business, WellNest. WellNest connects an arrow to the clients or customers, and it tells that they are the end-consumers of these services.

vii. Strengths, Weaknesses, Opportunities, and Threats

For this business proposal to come through, it is vital to look at not only the strengths and opportunities, but also at the weaknesses and threats so that the researchers could investigate more further into planning and strategizing. That said, the researchers listed the following for SWOT analysis:

Strengths

- Offers convenience (both gym and spa in one place)
- Educational background of the owners
- Location is ideal
- High-end equipment and individualized workout programs

Weaknesses

- High maintenance
- Expensive
- Requires many staff
- The owners have limited knowledge on Marketing

Opportunities

- To be a trendsetter for hybrid wellness center
- Expanding the facilities to offer
- Reaching more areas for consumers convenience

- To make it as a top wellness center

Threats

- Competitors that will innovate from the concept of WellNest
- Developing gym businesses
- Counterfeit of idea
- Few customers will patronize

Table ____: SWOT Strategies

Strategies	Action Plan
SO Strategies: 1. Using strengths to maximum advantage to maximize opportunities	1. Making it a benchmark for hybrid wellness centers by offering a convenient location where clients can both exercise and recover. 2. Imparting and putting to use what the founders know about managing fitness and exercise. 3. Providing upscale facilities, equipment, and customized fitness plans.
WO Strategies: 1. Countering weaknesses through utilization of opportunities	1. Social media marketing to attract more consumers 2. Expanding to other marketable settings 3. Upgrading to more advanced technology to offer self-service spa equipment and fitness gym machines, and decrease labor cost 4. Exposing current staffs to marketing through trainings and seminars
ST Strategies: 1. Strengthening advantages to minimize threats	1. Investing in more equipment to offer customers a space-friendly gym-spa, avoiding sharing or taking turns in using the equipment 2. Providing more inclusions on membership offers 3. Playing around the concept of “convenience” to further improve

	unique value proposition
WT Strategies: 1. Enhance weaknesses to resolve threats	1. Due to its expensiveness and high maintenance competitors may copy the concept of WellNest in much cheaper. 2. While technology arises, gym businesses also develop which they didn't need more staff. 3. Considering that the owners have limited knowledge about marketing, they may not manage to market WellNest very well that will cause them few customers

C. Organizational Structure & Plan

According to Kenton (2022), an organizational structure is an arrangement of members a company or a business where rules, roles, and responsibilities are outlined and specified to help the organization to function in an orderly to reach its set goals. An organizational structure directs the flow of information in between levels of responsibilities within the company. This then becomes the means of the organization as a whole and of the team members to stay within their roles and stay focused and efficient.

If an organizational structure is a system, according to Nouri (2020), an organizational plan is the set goals of a company or business. In organizational planning, the organization defines their purpose and the reason of their company for existing. It is important to see to it that there are mission, vision, and goals, or objectives, so that everyone in the organization knows what they are working for. Additionally, the next step is to create tactics and strategies in meeting these goals.

Together, organizational structure and plan are the organization's arrangement of team members with their roles and responsibilities, and the task they need to do for a common objective.

i. Key Operations/Standard Operating Procedures

Daily maintenance operations

Operational Plan – Gym-Spa	
Operating hours: Monday to Saturday – 6:00 AM-11:00PM Sunday – Closed	Operational tasks: Monday to Saturday – General Cleaning Sunday – Deep Cleaning/ Maintenance
Mon-Sat	Sunday

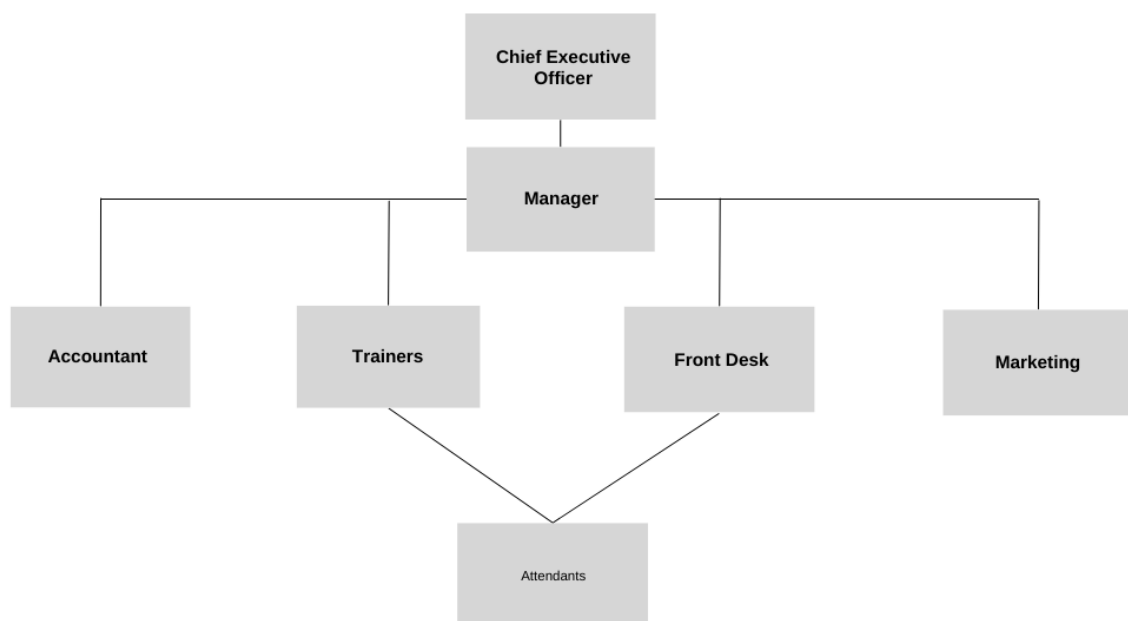
6:00 AM: - Opening	---
6:00 AM-11:00 PM: - Attending to clients - Assisting clients in spa area - General cleaning ○ Sweeping ○ Mopping - Re-organizing equipment - Turning off equipment in spa area when not in use	8:00 AM-12:00 PM - Deep Cleaning - Shining of gym equipment - Sanitization of the whole facility - Re-organizing equipment - Maintenance
7:00 PM-8:30 PM - Free fitness class (activities will vary from time to time)	---
11:00 PM-11:30 PM: - General cleaning ○ Sweeping ○ Mopping - Re-organizing of equipment - Turning off equipment in spa area when not in use - Sanitization of frequently touched objects and area	---
Key Success Measure: Checklist	

Standard Operating Procedures

Standard Operating Procedures
● Reserve your spot in advance, online.
● Bring your membership cards.

● Check your temperature at the entrance
● Wear your mask if there are many people inside or simply keep a 6-foot distance.
● The gym receptionist will keep a waiting list on a first-come, first-served basis.
● At any given moment, no more than 15-20 people may be present. A maximum of 1.5 hours per individual is permitted.
● Sanitize equipment every after use and use hand sanitizer on a regular basis.
● Bring your own water bottle and towel.
● Guests are not permitted.

ii. Organizational Structure



Partnership will be the formal arrangement of WellNest. As defined, partnership is a form of arrangement between two or more parties, where they are the ones who will be managing and operating the business and sharing its profits (Kopp, 2022). Thus, the authors of this paper will be ones managing and operating WellNest, sharing both the responsibilities and benefits.

iii. Job Description, Wages, Benefits

Chief Executive Officer

The owner and the highest-ranking in the business. As a CEO, they are the business's public face, and they have the power over major corporate decisions (Hayes, 2022). Average salary: Php 1,862,806-Php 5,160,939 (Economic Research Institute, 2022)

Manager

The person who takes the leadership role and is responsible and in control of all parts of the business (Indeed Editorial Team, 2021). In WellNest, the manager will be expected to oversee all roles and make sure that tasks are being done in the best way possible. Average salary: Php 42,060 (Indeed, 2022).

Accountant

The individual who takes care of the business's finances (Ceterus, 2019). As the accountant they are expected to (1) provide an accurate and updated documentation of income and expenses and (2) help the business to look for qualifying deductions when filing taxes and manage quarterly payments. Average salary: Php 30,796 (Indeed, 2022).

Trainers

There will be three trainers in total in one WellNest building. They will be responsible for the one-to-one sessions with clients. From time to time, they will be expected to rotate teaching circuits and free Zumba sessions. Average salary: Php 16,518 (Indeed, 2022).

Front Desk

The front desk will be the receptionist in a WellNest gym. As a receptionist in the gym-spa, they still must have a clear understanding of physical fitness and exercise. Their roles include answering phone calls, messages from clients, directing information to necessary personnel, and maintaining clerical work which includes tasks done by hand or digitally (Abe, 2022). Average salary: Php 17,012 (Indeed, 2022).

Marketing

The one responsible for organizing and managing marketing campaigns to help the business increase customer awareness and bring demand for service (Coursera, 2022). In WellNest, the marketing manager will be expected to utilize

all top social media platforms namely Facebook, Instagram, and Twitter. Average salary: Php 18,022 (Indeed, 2022)

Attendants

Finally, at the very bottom of the organizational chart are the attendants. There will be a total of two attendants in a WellNest gym, and their job includes cleaning of the facilities, fitness gym equipment, the spa area, attending to clients needing assistance in the spa area, and other tasks that the trainers and front desk may ask them to do. Average salary: Php 11,804.00 (Indeed, 2022).

According to the Department of Labor and Employment (2019) and Nicolas & De Vega Offices (2022), businesses must provide the following minimum and basic salaries and benefits to their employees:

- Wage per day – Php 570.00
- Salary per pay period – Php 6,000.00
- Benefits:
 1. Social Security System (SSS) – based on salary
 2. Pag-ibig contribution – based on salary
 3. Philhealth contribution – based on salary
 4. 13th-month pay – after a month of service; 1/12 of total basic salary earned within 1 year
 5. Overtime pay – 25% premium on hourly rate
 6. Night shift differential – work between 10 PM-6 AM; 10% premium on hourly rate
 7. Special non-working day – 30% premium
 8. Regular holiday – 100% premium; regular pay if unworked
 9. Service incentive leave – 5 days of paid leave for every year of service
 10. Maternity Leave – 60-78 days, paid
 11. Paternity Leave – 7 days leave with pay for married employees
 12. Parental Leave for Solo Parents – 7 days of leave per year of service
 13. Leave for victims of RA 9262 or Anti-Violence Against Women Law – 10 days leave with pay
 14. Special Leave for Women – 2 months leave if undergone surgery due to gynecological disorders

Table ____ : Summary of Salaries and Benefits

Job Title	Salary	Benefits
Full-time		
CEO	Php 1,862,806	No. 1-14

Manager	Php 42,060	No. 1-14
Accountant	Php 30,796.00	No. 1-14
Trainers	Php 20,000 (↑)	No. 1-14
Marketing	Php 18,022	No. 1-14
Part-time		
Front desk	Php 17,012	No. 1-3; No. 5-6; No. 8
Attendants	Php 11,804	No. 1-3; No. 5-6; No. 8

iv. Quality and Safety Measures

Any business is obligated to conduct a risk evaluation for its facility to mitigate workplace hazards. Thus, WellNest will be observing quality and safety measures. The following are such procedures:

1. Conducting an in-depth risk assessment. Steps:
 - Identify the hazards
 - Determine who could be harmed and how
 - Assess the risk and decide on control measures
 - Note your findings
 - Frequently review and update your risk evaluation

2. Staff safety training

It is essential to provide sufficient training to your staff to ensure that they have the expertise required to keep clients safe. Thus, WellNest will be providing its employees the following:

- Fitness training
- Health and safety training
- First aid training

3. Orienting new gym users

Clients visit the gym to improve their health and fitness. However, if customers do not know how to operate the equipment properly, they may incur short or long-term injuries. Thus, instructors should guarantee that all new gym members receive a thorough orientation before using the facility.

The gym's induction should have:

- Health and hygiene information
- Stretching strategies
- Information on how to properly use gym equipment, especially the machines

4. Supervision of users

Accidents could still arise, and it is the management's responsibility as a business to ensure the safety of clients. As a response, it is vital that there is always staff on standby to supervise the gym and advise clients on how to use equipment to decrease the risk of danger.

In case of incidents, the business must:

- Have first-aid kits located at key points throughout the facility
- Record all accidents and near-misses in an accident logbook

5. Facility and equipment maintenance

Inadequately maintained machines, equipment, and facilities can be hazardous and result in catastrophic accidents. Consequently, it is necessary the workers do frequent checks and maintenance on the facilities and equipment. This includes frequently checking the:

- The gym layout
- The temperature
- Machines and equipment
- The facility or building
- Cleaning procedures and schedules

6. Emergency response:

Response to fire and earthquake are a requirement for any establishments. Therefore, the business must:

- Ensure all staff has appropriate fire and earthquake safety training
- Check your facility's fire and other alarms frequently
- Clearly signpost your evacuation routes and assembly point

v. Plant, Property, and Equipment

WellNest has so many advantages when it comes to plant, property and equipment. Several equipment and property are what WellNest has. The following is a list of Plant, Property and Equipment of WellNest Gym-Spa:

- a. Dumbbell Set, Barbell Set, and Benches – this gym equipment can last in the long period of time, with the help of our gym staffs that will take care of this equipment's. We the owners of WellNest can expect the benefit of having a gym-spa business. Because of the low maintenance procedure for taking care of the equipment's.
- b. Ice Bathtub – is a one of WellNest most durable equipment's, with the materials that been used to make an ice bathtub. According to Stickley (2022) making an ice bathtub will need a (fiberglass, Enabled Cast Iron, cast polymer, Acrylic and Porcelain Steel.) can still be good and maintaining the quality of a high-class ice bathtub.
- c. Sauna, Spa and Steam Room – after a year this will surely help to attract numbers of new clients that looking for relaxation place after an intense workout.
- d. Functional Room – This is the most investment of WellNest Gym-Spa, it gives a lot of ideas to think what is the possible to add or change in this wide size fitness area.

Table __: Plant, Property and Equipment

Plant, Property and Equipment		
Fitness gym area	Functional area	Spa area
Training Bench	Resistance Bands	Ice Bathtub
Barbell Set	Sled machine	Sauna Room
Dumbbell Set	Medicine Balls	Steam Room
Treadmill	Fitness Ropes	

Stationary Bike	Workout Mat	
Cable Machine	Jumping Rope	

vi. Permits and Licenses

As a business, WellNest needs to comply with all government business permits and licenses in order to operate legally. This will secure the company's brand and the rights of its workers. Additionally, it is required to process these government business permits and licenses before operating the company. Listed here are the government agencies that needs to be fulfilled by WellNest:

1. *DTI or the Department of Trade and Industry*. DTI is the branch of the government that will legalized and will acquire to use the business name. This will give an entitlement on owning the brand of your company.
2. *Mayor's permit or municipal license* where the business is located. This will examine if the business complies on all the requirements needed for operation. In WellNest, this permit can be processed at the local government unit of Taguig.
3. In terms of taxes, *BIR or the Bureau of Internal Revenue* is the branch of the government that is responsible for this. BIR will give authority to use print receipt, invoice, and such. Also, it will provide a tax identification number of the company.
4. As a company that needed a manpower, *Social Security System* is necessary for its workers to give benefits. Additionally;
5. *DOLE or the Department of Labor and Employment* is also important because it evaluate if the business is complying with the labor regulations for its workers (DTI Philippines, n.d.).

With all these important government requirements, WellNest is willing to submit and accomplish all in order for it to have a clean and legal company.

vii. Gantt Chart

The table shows the overview of the activities and process that has been done by the researchers for the past 9 weeks. It shows the progress of the business plan proposal. As of the moment, it shows that the researchers are on the interview transcripts- codes and themes. The financial plan last for about 2 weeks because of the revisions of this part. The final financial plan was submitted on October 16.

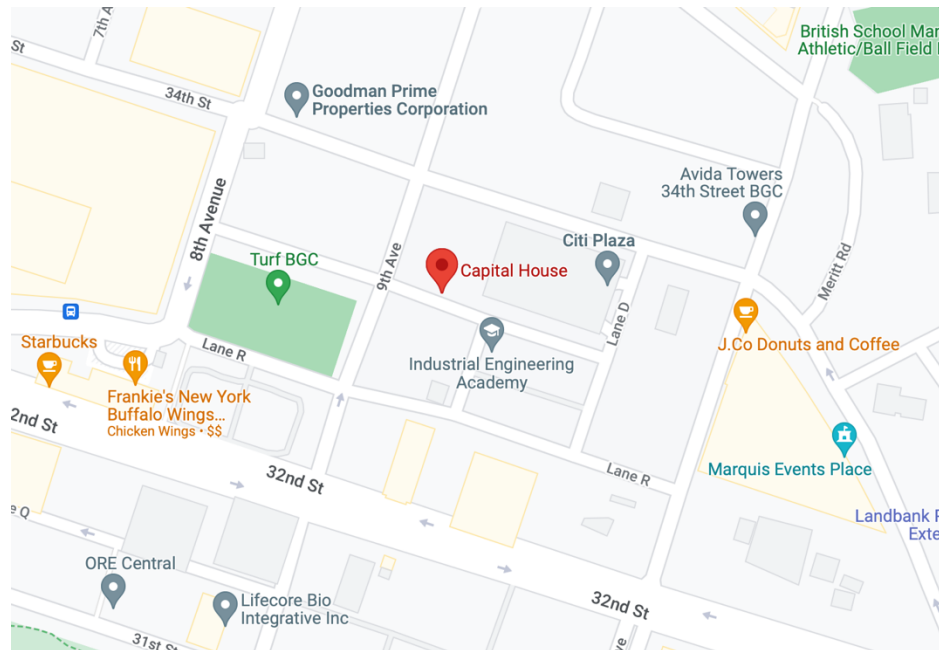
	09-01	09-05	09-08	09-12	09-15	09-19	09-22	10-01	10-10	10-13	10-16	10-24
<i>Formulating a topic</i>												
<i>Introduction and research method</i>												
<i>Discussion of the business plan</i>												
<i>Business concept</i>												
<i>Marketing plan</i>												
<i>Organization and location plan</i>												
<i>Financial plan</i>												
<i>Interview transcripts- codes & themes</i>												

D. Location Plan

A location [plan] is a company or a business's strategic plan of where it will put up its location as its most optimal place for it to obtain and achieve its requirements and objectives (Reference for Business, 2022). Being in the right location can be a key factor to success in a business. To be in the right location will bring the business ample access to customers or clients, labor force, transportation, and many other resources that a company needs, hence, contributing to its overall progress. That said, in order to maximize the full potential of any business, a strategic, well-thought and researched location plan will be a vital part in the process.

i. Location Map and the Vicinity

The location will set on Capital House right in the center of Uptown BGC, located in 9th Avenue corner 34th Avenue Street in Taguig, Kalakhang Maynila. It is near to major landmarks, institutions, and condominiums, such as Kidzania Manila, Citi Plaza, and the Avida Towers.



Derived from Google Map

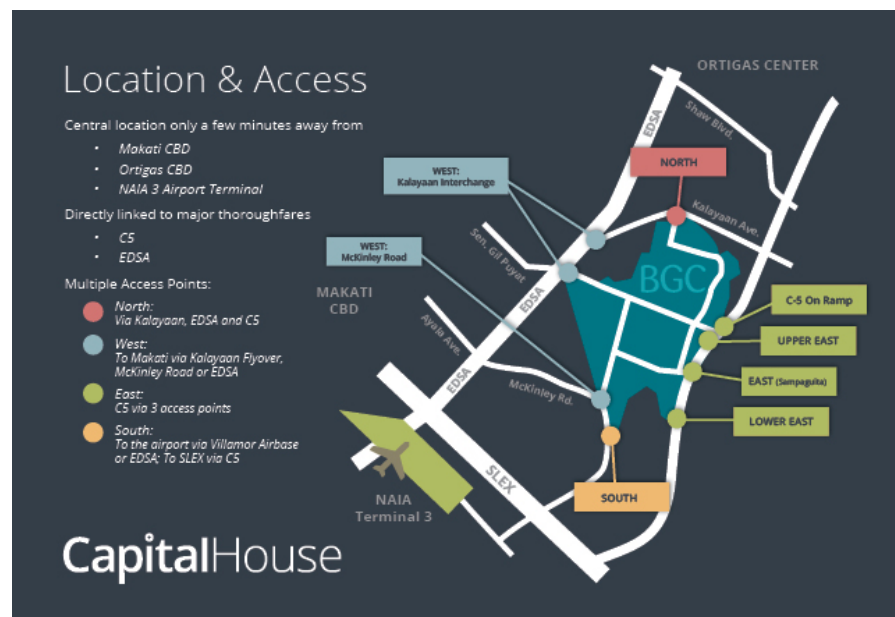


Photo obtained from Markeot – Capital House: Location and Accessibility

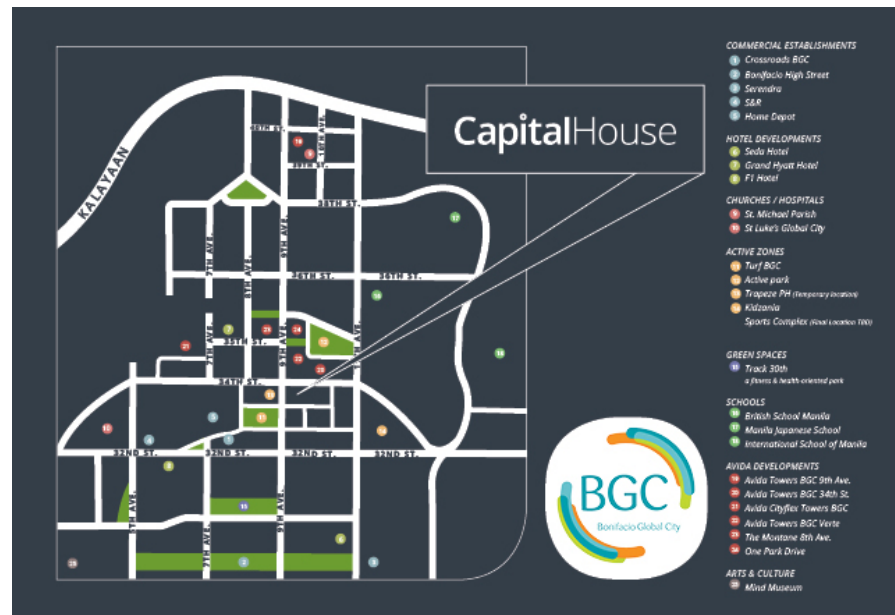
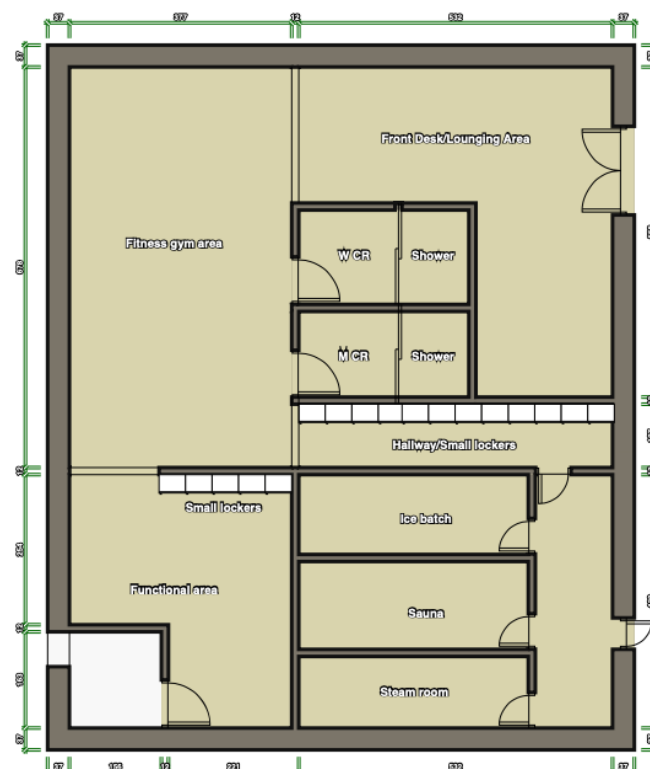
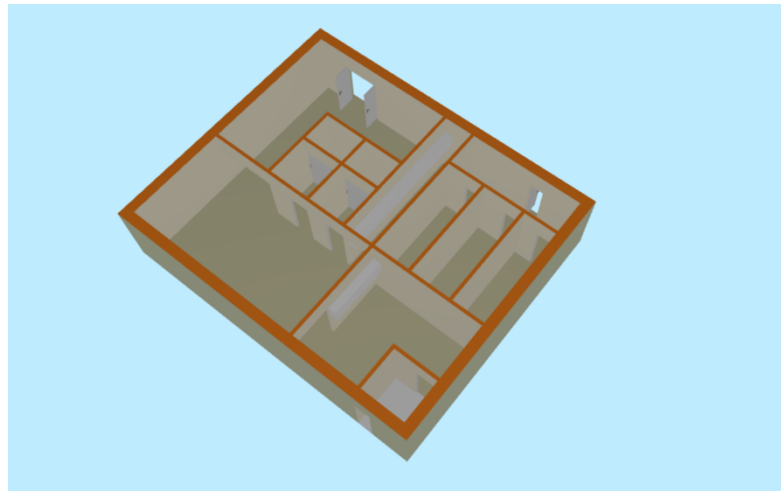


Photo obtained from Markeot – Capital House: Location and Accessibility

ii. Floor Plan



2D view of the floor plan



3D view of the floor plan

iii. Cost Estimates of Building Construction

According to statista (2022) and Trading Economics (2022), commercial construction cost in the Philippines lies around Php 10,000.00 per square meters. Meanwhile, renovations and repair works by interior designers in the Philippines, according to Presello (2020), costs a minimum of Php 50,000.00 per project or Php 1,000.00 per square meter. In the following section (E. Financial Plan, i., b.), the financial plan shall state the total estimated cost of building construction.

iv. Building Permit

WellNest is not the legal owner of the property. In that regard, the following are the requirements in applying for a building permit if the business does not own the property according to Lumina (2022):

- a. Completed application forms signed by engineers involved in the construction: five copies of building permit forms, three copies of sanitary permit forms, and three copies of electrical permit forms
- b. Five copies of: duly notarized copy of the Contract Lease, contract of Sale, and Affidavit of Consent of the Lot Owner (or Deed of Absolute Sale)
- c. Complete five sets of Detailed Plans
- d. Structural Design Analysis that is signed by a Civil Engineer, which is for construction of two-storey buildings, thus, does not apply to WellNest

- e. Boring and Plate Load Test and Seismic Analysis for buildings with two or more storeys, which also does not apply to WellNest
- f. 0.60x0.90 plywood Permit Billboard of the following: five copies of Bill of Materials and Specification signed and sealed by an architect or an engineer on all pages; Location Clearance; Photocopies of PTR number and PCR license of all engineers and architects involved; Clearance from the DPWH for constructions along the national highway; and DOLE Clearance

E. Financial Plan

Financial planning is thinking big of what you want your business to look like (Schwab, 2021). According to The Investopedia Team (2021), “A financial plan is a document containing a person’s current money situation and long-term monetary goals, as well as strategies to achieve those goals.” Financial plan is a comprehensive and a specific planning tactic and approach to a business, and this is to reflect on what the current state of the business is, which includes checking of net worth and cash flow, and then coming up with a strategy on how to work these out to achieve the business’s set goals. Since WellNest is still a proposal, the business does not have an existing profile to start investigating, and so in this part of the business plan, the authors of this paper will be starting from a startup point of view and will discuss the estimates in starting a business such as expenses, revenues, and profits in 3–5-year time.

i. General Assumptions

- a. Machines and equipment are subject to depreciation because of wear and tear. Why isn’t there depreciation expense?
 - i. The Statement of Comprehensive Income in the following pages reports the beginning of the business. Since it is only the start-up phase, machines and equipment have not yet depreciated. If a year-end report shall be asked, then there will be depreciation expense.
- b. Why is repair and maintenance almost half the price of equipment?
 - i. Repair and maintenance expense applies to all the equipment, furniture and fixtures, and the building itself, hence the rationale for the repair and maintenance expense
- c. Why do. furniture and fixtures cost more than equipment?
 - i. Equipment is only a small portion of the startup expense. Airconditioning, mirrors, file cabinet, lockers, chairs, benches, computer for the front desk, tiles used for the floor, all go to furniture and fixtures.

- d. Was the land and building purchased?
 - i. No. But all legal documents (for the land, building, and equipment), fees, brokers, and so on that there involved in securing the commercial space in BGC all goes to land and building non-current assets. They are non-current assets as these include proofs for the space and the properties and equipment.
 - e. Where is the sales forecast based on?
 - i. The projected sales have been based on the supply and demand analysis, which is in the previous parts of the paper.
 - f. How much increase is there in the projected sales?
 - i. There is an 11% annual growth.
 - g. Why aren't there salaries and wages in the operating expense?
 - i. Same rationale from the question on why there isn't depreciation expense on the Statement of Comprehensive Income. Since the report is only for the month of February 2022, the business is only starting. Wage and salary expenses are yet to be recorded. The Statement of Comprehensive Income is only reporting net income for that time of the year.
- ii. Project Expenses

Operating Expenses

Depreciation Expense	-
Repair and Maintenance Expense	100,000.00
Legal Expenses	6,500.00
Accounting fees Expense	3,530.00
Rent Expense	150,000.00

iii. Capital Expenditures

Investing Activities

Equipment	(193,000.00)	
Furniture and Fixtures	(411,500.00)	
Land and Building	(1,000,000.00)	(1,604,500.00)

iv. Cost Per Membership

Offers (Monthly)	Cost
Membership 1	Php 1,500.00
Membership 2	Php 1,750.00
Membership 3	Php 2,500.00
Membership 4	Php 2,750.00

v. Sales Projection

WellNest Sales Projection For Years 1 to 3													
Year 1	January	February	March	April	May	June	July	August	September	October	November	December	Total
Membership 1 Sold	30	30	30	30	30	30	30	30	30	30	30	30	360
Price per membership	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	
Total	45000	45000	45000	45000	45000	45000	45000	45000	45000	45000	45000	45000	540000
Membership 2 Sold	50	50	50	50	50	50	50	50	50	50	50	50	600
Price per membership	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	
Total	87500	87500	87500	87500	87500	87500	87500	87500	87500	87500	87500	87500	1050000
Membership 3 Sold	70	70	70	70	70	70	70	70	70	70	70	70	840
Price per membership	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	
Total	175000	175000	175000	175000	175000	175000	175000	175000	175000	175000	175000	175000	2100000
Membership 4 Sold	100	100	100	100	100	100	100	100	100	100	100	100	1200
Price per membership	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	
Total	275000	275000	275000	275000	275000	275000	275000	275000	275000	275000	275000	275000	3300000
Total	407500	407500	407500	407500	407500	407500	407500	407500	407500	407500	407500	407500	4890000

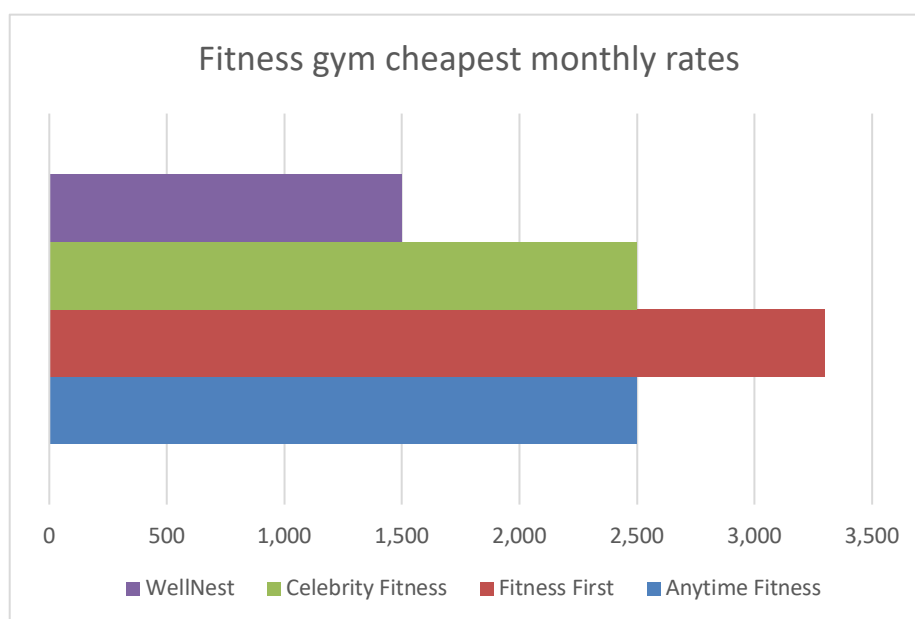
Year 2	January	February	March	April	May	June	July	August	September	October	November	December	Total
Membership 1 Sold	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	399.6
Price per membership	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	
Total	49950	49950	49950	49950	49950	49950	49950	49950	49950	49950	49950	49950	599400
Membership 2 Sold	55.5	55.5	55.5	55.5	55.5	55.5	55.5	55.5	55.5	55.5	55.5	55.5	666
Price per membership	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	
Total	97125	97125	97125	97125	97125	97125	97125	97125	97125	97125	97125	97125	1165500
Membership 3 Sold	77.7	77.7	77.7	77.7	77.7	77.7	77.7	77.7	77.7	77.7	77.7	77.7	932.4
Price per membership	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	
Total	194250	194250	194250	194250	194250	194250	194250	194250	194250	194250	194250	194250	2331000
Membership 4 Sold	111	108	108	108	108	108	108	108	108	108	108	108	1299
Price per membership	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	
Total	305250	297000	297000	297000	297000	297000	297000	297000	297000	297000	297000	297000	3572250
Total	452325	444075	444075	444075	444075	444075	444075	444075	444075	444075	444075	444075	5337150

Year 3														
	January	February	March	April	May	June	July	August	September	October	November	December	Total	
Membership 1 Sold	36.963	36.963	36.963	36.963	36.963	36.963	36.963	36.963	36.963	36.963	36.963	36.963	443.556	
Price per membership	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00		
Total	55444.5	55444.5	55444.5	55444.5	55444.5	55444.5	55444.5	55444.5	55444.5	55444.5	55444.5	55444.5	665334	
Membership 2 Sold	61.605	61.605	61.605	61.605	61.605	61.605	61.605	61.605	61.605	61.605	61.605	61.605	739.26	
Price per membership	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00	1,750.00		
Total	107808.75	107808.75	107808.75	107808.75	107808.75	107808.75	107808.75	107808.75	107808.75	107808.75	107808.75	107808.75	1293705	
Membership 3 Sold	86.247	86.247	86.247	86.247	86.247	86.247	86.247	86.247	86.247	86.247	86.247	86.247	1034.964	
Price per membership	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00		
Total	215617.5	215617.5	215617.5	215617.5	215617.5	215617.5	215617.5	215617.5	215617.5	215617.5	215617.5	215617.5	2587410	
Membership 4 Sold	123.21	122.88	122.88	122.88	122.88	122.88	122.88	122.88	122.88	122.88	122.88	122.88	1474.89	
Price per membership	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00	2,750.00		
Total	338827.5	337920	337920	337920	337920	337920	337920	337920	337920	337920	337920	337920	4055947.5	
Total	502080.75	501173.25	501173.25	501173.25	501173.25	501173.25	501173.25	501173.25	501173.25	501173.25	501173.25	501173.25	6014986.5	

vi. Production Cost

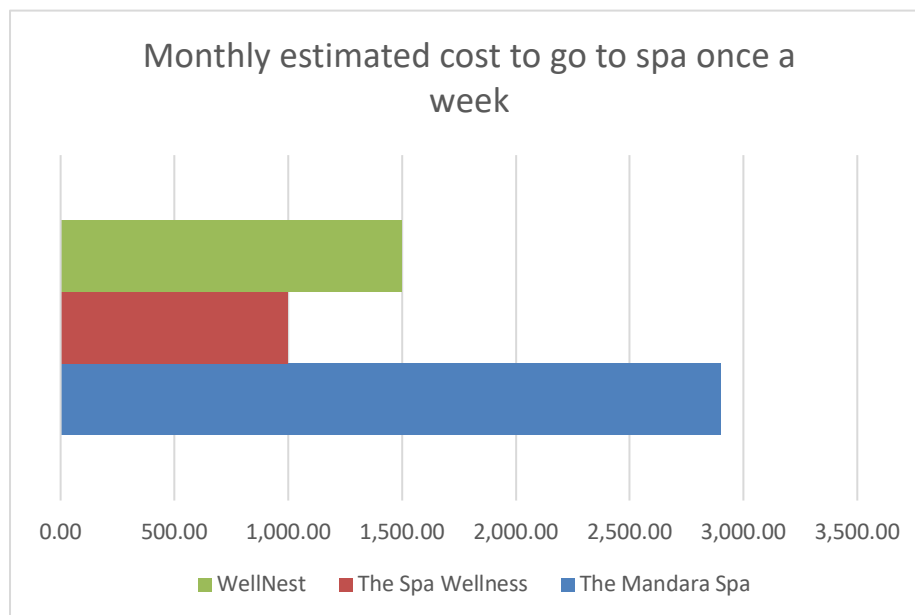
Competitor-based pricing

Unlike pricing tangible items, the costs that are put into service cannot be easily quantified to calculate a profitable and fair pricing. In that regard, WellNest has used competitor-based pricing, where the offers by competitors are the pricing model.



Existing gyms and spas are the major competitors of WellNest. In a list of gyms where people can workout in BGC, the businesses that can be considered as major competitors are Anytime Fitness, Fitness First, and Celebrity Fitness. According to Duran (2020), Anytime Fitness membership monthly rate is at Php 2,300.00-2,700.00 depending on the length of the contract; on top of that is Php 1,000.00 for one-time joining fee and Php 2,500.00 for the key fob. Fitness First's monthly rates only starts at Php 3,300.00. lastly, Celebrity Fitness's monthly is Php

2,500.00 and Php 2,000.00 for a one-time joining fee. All in all, the average monthly fee for these competitors lies at Php 2,766.67 and Php 1,833.33 for a one-time additional fee.



The spa businesses in BGC do not come close to what WellNest offers – The Mandara Spa and The Spa Wellness – as they offer body massages and WellNest offers sauna, steam room, and ice bath. But since they are in the same industry, wellness and spa, The Mandara Spa and The Spa Wellness are considered as major competitors as well. The Mandara Spa’s annual membership amounts at Php 35,000.00, which falls at Php 2,916.67 per month. Meanwhile, The Spa Wellness offers per session services, which falls around Php 1,000.00, varying from treatment to treatment. If a client went to the spa once a week, it would fall at around Php 4,000.00 per month. On average, spa per month in BGC costs about Php 3,458.33.

In conclusion, gym membership in BGC costs around Php 2,766.67 and Php 1,833.33 for a one-time additional fee, and spa per month lies around Php 3,458.33. In consideration of competitor-based pricing analysis, WellNest has priced its offers from Php 1,500.00 to Php 2,750.00, depending on the inclusions clients will avail. WellNest’s pricing is significantly lower than its competitors in order to attract and create an impact on its market.

vii. Operating Expenses

Fitness gym area		Estimated Use Life (years)	Annually	Monthly
Training Bench	50,000.00	10	5000	416.6666667
Barbell Set	10,000.00	15	666.6666667	55.55555556
Dumbbell Set	40,000.00	15	2666.666667	222.2222222
Treadmill	25,000.00	10	2500	208.3333333
Stationary Bike	12,000.00	10	1200	100
Cable Machine	17,000.00	20	850	70.83333333
				1073.611111
Functional area				
Resistance Bands	5,000.00	2	2500	208.3333333
Sled machine	15,000	10	1500	125
Medicine Balls	10,000.00	2	5000	416.6666667
Fitness Ropes	4,000.00	2	2000	166.6666667
Workout Mat	2,000.00	1	2000	166.6666667
Jumping Rope	3,000.00	2	1500	125
				1208.333333
Spa area				
Ice Bathtub	50,000.00	15	3333.333333	277.7777778
Sauna Room	350,000.00	20	17500	1458.333333
Steam Room	11,500.00	20	575	47.91666667
				1784.027778
Total				4065.972222

- viii. Financing Plan/ Profit or Loss Projection/ Statement of Financial Position
Projection/ Statement of Changes in Equity

WellNest
Statement of Comprehensive Income
For the month of January 2022

Net Sales		0
Pre-Operating Expenses		
Depreciation Expense	-	
Repair and Maintenance Expense	100,000.00	
Legal Expenses	6,500.00	
Accounting fees Expense	3,530.00	
Rent Expense	150,000.00	-260,030.00
Net Income		-260,030.00

WellNest
Statement of Comprehensive Income
For the month of February 2022

Net Sales		582,500
Pre-Operating Expenses		
Depreciation Expense	-	
Repair and Maintenance Expense	100,000.00	
Legal Expenses	6,500.00	
Accounting fees Expense	3,530.00	
Rent Expense	150,000.00	-260,030.00
Net Income		322,470.00

WellNest
Statement of Financial Position
For the month of January 2022

Asset

Current Asset

Cash	1,254,970.00
Accouns Receivable	-

Total Current Asset	1,254,970.00
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Non-current Asset

Equipment	193,000.00
Furnitures and Fixtures	411,500.00
Land and Building	1,000,000.00

Total Non-current Asset	1,604,500.00
-------------------------	--------------

Total Assets	2,859,470.00
---------------------	---------------------

Liability

Current Liability

Unearned Income	582,500.00
Short term loans payable	-

Non-current Liability

Bank Loan	200,000.00
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Total Liabilities	782,500.00
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Equity

Owner's Equity

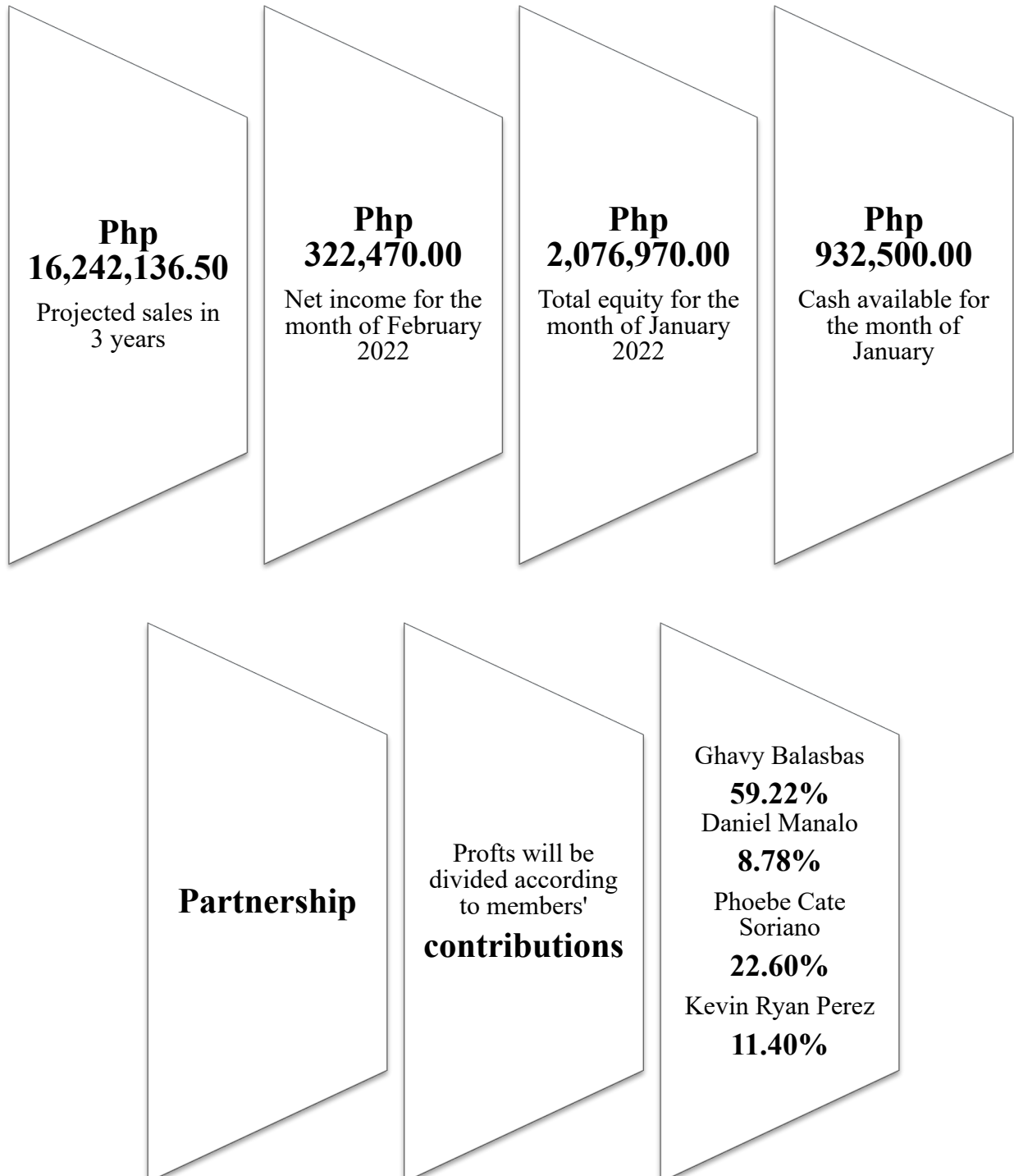
Balasbas, Ghavy	59.22%	1,039,000.00
Manalo, Daniel	8.78%	154,000.00
Perez, Kevin Ryan	22.60%	361,500.00

Soriano, Phoebe Cate	11.40%	200,000.00	1,754,500.00
Drawings	-		-
Net Income			322,470.00
Total Equity			2,076,970.00
Total Liabilities and Equities			2,859,470.00

ix. Statement of Cash Flows

WellNest Statement of Cash Flows For the month of January 2022			
Operating Activities			
Net Sales	582,500.00		582,500.00
Financing Activities			
Bank Loan	200,000.00		
Partner's Contribution	1,754,500.00		1,954,500.00
Investing Activities			
Equipment	(193,000.00)		
Furniture and Fixtures	(411,500.00)		
Land and Building	(1,000,000.00)		(1,604,500.00)
Cash Available for the month of January			932,500.00

x. Financial Highlights



Interview Instrument Template

Name of Interviewee: Julio Veloso

Personal circumstances of the interviewee: Health Club and Spa Manager

Method conducted in the interview: Virtual

Proof of the conduct of interview:



Codes and Themes

Research Questions	Transcript	Codes and Themes
1. What are the different physical fatigues from doing physical activities in the gym?	- During the times that I coached before, one of the physical fatigues my clients experienced is of course, muscle soreness. - Especially when you engage in an intense workout, right? - Also, they experienced stiffness on their muscles as because I observed some of them, sometimes, oftenly, - they don't do their cooldowns.	Theme: Nature of physical fatigues Codes: - Muscle soreness - Muscle stiffness - Incomplete workout
2. How can a fitness gym-spa provide healthy physical recovery?	- Definitely, I would assume they wanna stay fit, they wanna exercise while they are here instead of just eating in the buffet hotel or buffet restaurants. - And a lot of the executives also who use it values the importance of fitness in their lives. - As I have mentioned, people who come here at Solaire, they come here to have a luxurious experience. - But also, if we will talk about our spa here, and if we would relate that to your business, well, spa relaxes your body and encourages blood circulation, which is I believe is good for heart if, right? - Our clients here, they want to relax and rest, and I believe	Theme: Methods of physical recovery Codes: - Relaxation - Rest - Blood circulation increase Theme: Bodily signs to get physical recovery through spa Codes: - Stress - Tiredness - Exhaustion Theme: Motivators to going to a gym-spa - Staying fit - Luxurious

	the same therapeutic effects can be said with people going to the gym. In your case, gym-spa. • Yeah, ‘cause spa is really a great way to relax their body from stress from a gym or a long tiring day or a long night in the casino, in our case, or exhausting flight when they are coming from another country, or so on. Not to mention that we offer five-star service, so this is really a go-to place, the spa, for people who wants to rest and relax.	experience
--	---	------------

Muscle soreness came up once in the interview, but it has been noted as a code as it was a direct answer to the first research question. Muscle soreness refers and is often related to tension, overusing, and injuring of muscles as a result of an exercise or an extensive physical work. *Muscle stiffness* also came up once in the interview, and it means tightness in the muscle that can cause pain or inability to move the muscle with ease. *Incomplete workout* was derived from “...some of them, sometimes, often, they don’t do their cooldowns...” and was mentioned once. Incomplete workout refers to failure to observe principles of exercise which include overload, specificity, reversibility, individuality, progression, adaptation, and recovery. Muscle soreness, stiffness, and incomplete workout have been grouped and themed as *nature of physical fatigues*.

Relaxation came up four times in the interview. Relaxation means being in a relaxed state or being free from stress, anxiety, and tension. *Rest* came up six times – in total as it is and as a word synonymous to the word relaxation. Rest in the context indicated in the interview means a state of relaxation, free from work and extensive body movements. *Blood circulation increase* has been mentioned once and means an increase in blood flow. Relaxation, rest, and blood circulation increase have been grouped and themed as *methods of physical recovery*.

Stress came up once. Stress, in the context indicated in the interview, is pressure, tension, or strain on muscles as a result of extended periods of sitting or strenuous physical activity. *Tiredness* came up once in the interview. Tiredness is feeling to wish for sleep or rest. *Exhaustion* also came up once, and it means an extreme state of either mental or physical fatigue. All together, they can be themed as *bodily signs to get physical recovery through spa*.

Staying fit was mentioned once. To stay fit means to be able to be fit to perform physical activities. *Luxurious experience* came up once in the interview, and it means to be comfortable, feel pleasant, and elegant at the same time. Together, they are motivators to going to a gym-spa.

In conclusion, regarding the first research question, it seems that individuals who workout in the gym may experience different physical fatigues such as muscle soreness and stiffness that can be caused by overusing or injuring the body. Every time the body is exposed to strenuous physical activity, it is subject to injuries and overuse that result to feeling tightness and tension in the muscles. This makes individuals unable to move in full range of motion. It is why it is important to observe the principles of exercise and finish workouts with static stretching as it encourages the muscles to elongate and grow flexible. The more flexible the muscles are, the less likely these will be susceptible to muscle soreness and muscle stiffness.

With regards the second research question, being able to relax, rest, and increase blood circulation seem to be the methods on how a fitness gym-spa can provide healthy physical recovery. In the principles of exercise, rest and recovery are two important processes that allow individuals to progress in their fitness journey because these allow the muscles to regain its energy sources and adapt to workload that individuals expose it with. A fitness gym-spa can provide just that. After an intense workout, there will be gym instructors that can help people in the gym finish their workouts with stretching. On top of that, individuals that are members of a gym-spa will have the privilege to access spa therapies that can help relax and increase blood circulation of the muscles after a strenuous workout in the gym, hence, facilitating recovery as quick as possible.

Lastly, there are remaining themes, however, they do not answer the research questions. Rather, they can answer some questions with regards the business project proposal's marketing. Take the *motivators to going to a gym-spa* as an example. There are people that want to stay fit and those that look for gyms that look and feel luxurious. These can be answers to a research question *reasons for going to a gym-spa* and see if it is something that people would really consider as it is highly important that a business knows its marketability. Furthermore, *bodily signs to get physical recovery through spa* can be used in same as it can also contribute to determining the *who's* of the business project proposal.

Results and Discussion

WellNest is a business project proposal combining gym and spa that rooted from the health threats the world faced during the pandemic reason being it aims to be the ideal wellness gym-spa by promoting an active lifestyle that benefits customers' total well being through enhancing the quality of life of the people it serves through the business's programs, services, facilities, and fitness philosophy, with its location set on Capital House right in the center of Uptown BGC, located in 9th Avenue corner 34th Avenue Street in Taguig, Kalakhang Maynila near to major landmarks, institutions, and condominiums, such as Kidzania Manila, Citi Plaza, and the Avida Towers.

As a proposal, WellNest's study of foci are to investigate the different physical fatigues from doing physical activities in the gym and how a gym-spa can provide healthy physical recovery. As a result, the researchers have found out that there are two types of physical fatigues being: muscle soreness and muscle stiffness, and 1 that theorizes the cause of such fatigues: incomplete workout, and they are themed as nature of physical fatigues. Meanwhile, relaxation, rest, and blood circulation increase are found to be how fitness gym-spa can provide healthy physical recovery, themed as methods of physical recovery.

As a business, WellNest is set to be a partnership form of business and is seen as a profitable business project proposal. In 3 years, WellNest is expected to have sold Php 16,242,136.50 worth of memberships, report a net income of Php 322,470.00, Php 2,076,970.00 total equity, and Php 932,500.00 cash available for the month of January 2022, with profits being dependent on each of the members' contributions.

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